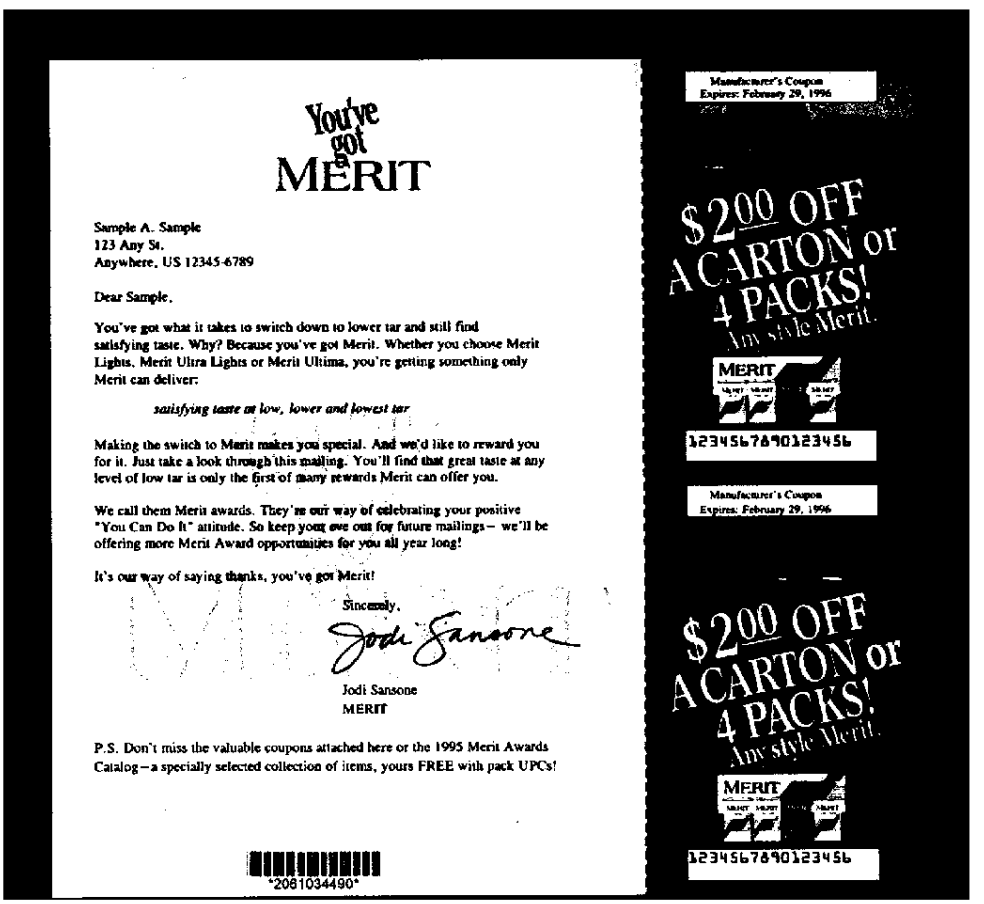


You've got MERIT

Sample A. Sample
123 Any St.
Anywhere, US 12345-6789

Dear Sample,

You've got what it takes to switch down to lower tar and still find satisfying taste. Why? Because you've got Merit. Whether you choose Merit Lights, Merit Ultra Lights or Merit Ultima, you're getting something only Merit can deliver:

satisfying taste at low, lower and lowest tar

Making the switch to Merit makes you special. And we'd like to reward you for it. Just take a look through this mailing. You'll find that great taste at any level of low tar is only the first of many rewards Merit can offer you.

We call them Merit awards. They're our way of celebrating your positive "You Can Do It" attitude. So keep your eye out for future mailings – we'll be offering more Merit Award opportunities for you all year long!

It's our way of saying thanks, you've got Merit!

Sincerely,

Jodi Sansone

Jodi Sansone
MERIT

P.S. Don't miss the valuable coupons attached here or the 1995 Merit Awards Catalog – a specially selected collection of items, yours FREE with pack UPCs!

2061034490

Manufacturer's Coupon
Expires: February 29, 1996

$2.00 OFF A CARTON or 4 PACKS!
Any style Merit.

MERIT

12345678901234567

Manufacturer's Coupon
Expires: February 29, 1996

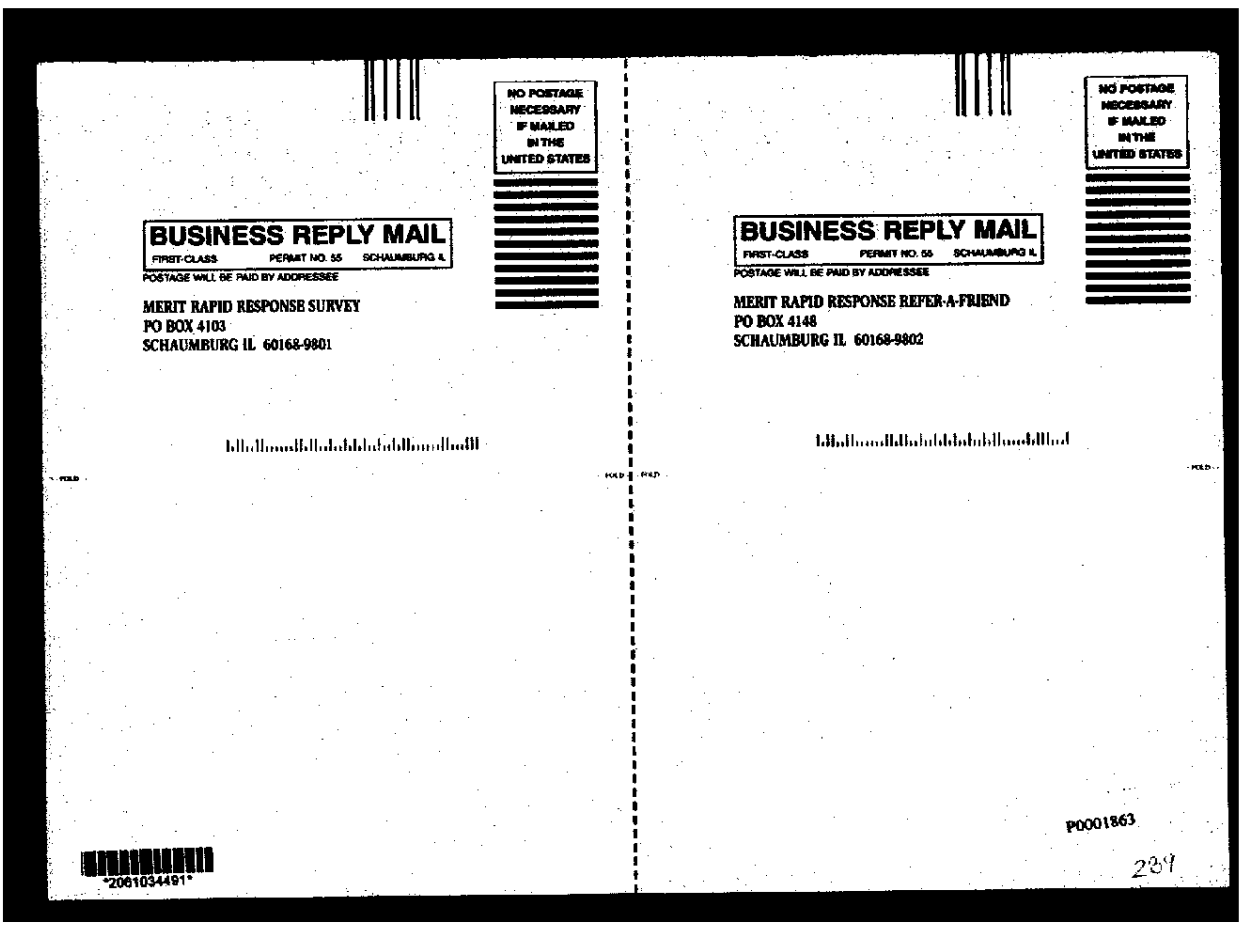
$2.00 OFF A CARTON or 4 PACKS!
Any style Merit.

MERIT

12345678901234567

2061034490

Source: https://www.industrydocuments.ucsf.edu/docs/yzyp0003



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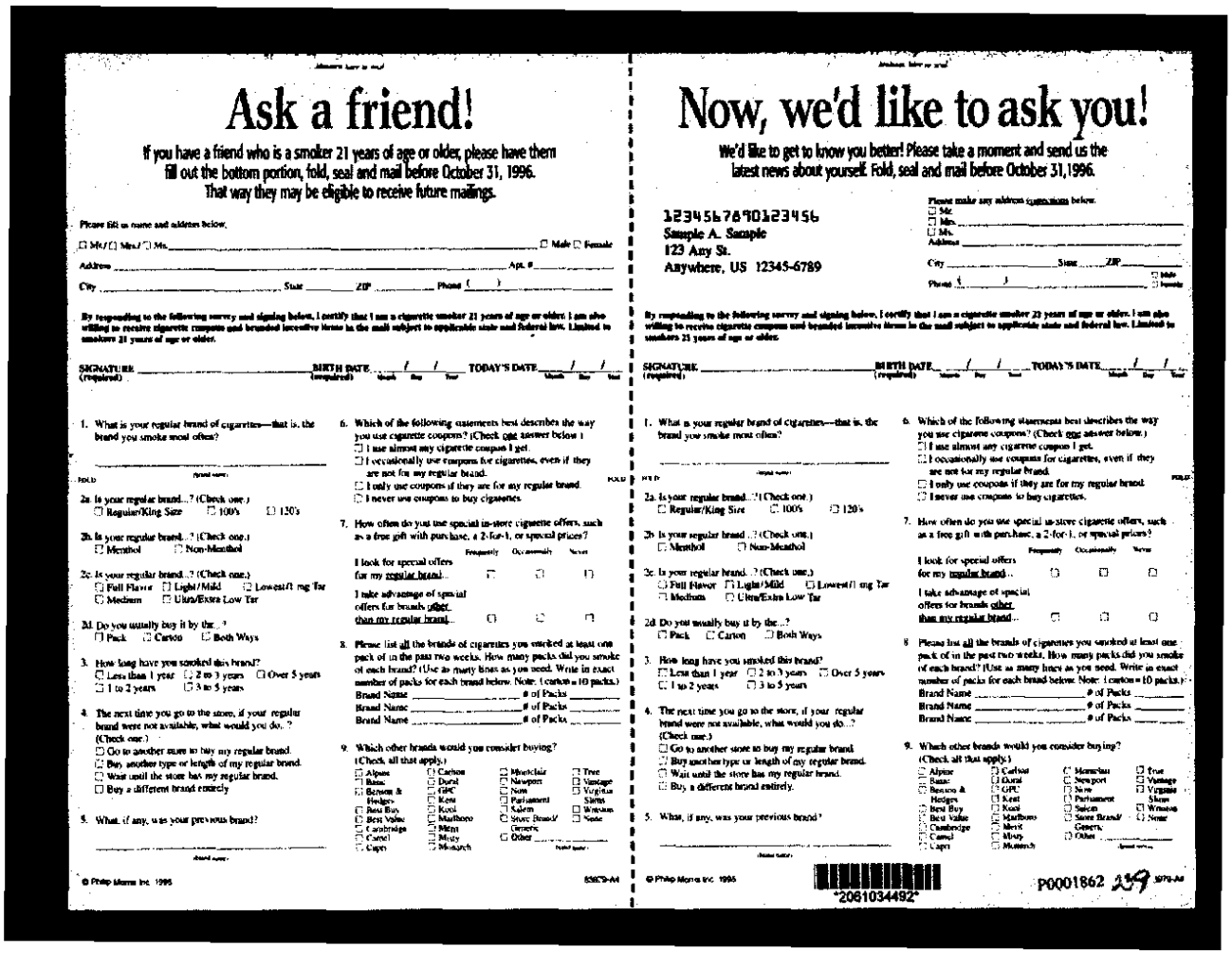
Source: https://www.industrydocuments.ucsf.edu/docs/yzyp0003



Ask a friend!

If you have a friend who is a smoker 21 years of age or older, please have them fill out the bottom portion, fold, seal and mail before October 31, 1996. That way they may be eligible to receive future mailings.

Please fill in name and address below.

☐ Mr./☐ Mrs./☐ Ms. _____ ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State _____ ZIP _____ Phone ( ) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable state and federal law. Limited to smokers 21 years of age or older.

SIGNATURE (required) _____ BIRTH DATE (required) ___/___/___ TODAY'S DATE ___/___/___

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____ (brand name) (FOLD)

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Which other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Carlton	☐ Monarch	☐ True
☐ Basic	☐ Doral	☐ Muratti	☐ Vantage
☐ Benson & Hedges	☐ GPC	☐ Newport	☐ Virginia Slims
☐ Best Buy	☐ Kent	☐ Now	☐ Winston
☐ Best Value	☐ Kool	☐ Parliament	☐ None
☐ Cambridge	☐ Marlboro	☐ Salem	
☐ Camel	☐ Merit	☐ Store Brand/ Generic	
☐ Capri	☐ Misty	☐ Other _____	
	☐ Monarch	(brand name)	

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Now, we'd like to ask you!

We'd like to get to know you better! Please take a moment and send us the latest news about yourself. Fold, seal and mail before October 31, 1996.

12345678901234567
Sample A. Sample
123 Any St.
Anywhere, US 12345-6789

Please make any address corrections below.
☐ Mr.
☐ Mrs. _____
☐ Ms.
Address _____
City _____ State _____ ZIP _____
Phone ( ) _____ ☐ Male ☐ Female

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☐ Benson & Hedges	☐ GPC	☐ Now	☐ Virginia Slims
☐ Best Buy	☐ Kent	☐ Parliament	☐ Winston
☐ Best Value	☐ Kool	☐ Salem	☐ None
☐ Cambridge	☐ Marlboro	☐ Store Brand/ Generic	
☐ Camel	☐ Merit	☐ Other _____	
☐ Capri	☐ Misty	(brand name)	
	☐ Monarch		

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